AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A computer readable storage medium having a data structure disposed therein for providing information corresponding to a geographic location, said data structure comprising:

a first data field for identifying said geographic location and positional data related to a physical location of said geographic location; and

a second data field associated with said first data field for containing said information, said second field is comprising a uniform resource locator, wherein a user can access said information;

wherein said first data field and said second data field are linked such that said data structure comprising said positional data and said uniform resource locator related to said physical location functions as a virtual beacon and is downloadable to a client device near said physical location such that said uniform resource locator is accessible by said user without browsing[[.]];

said virtual beacon selectively provides a portion of said information to said client device on said network, wherein said portion is based on a context relating to a user of said client device; and

said context and said information is dynamically updated based on a condition relating to a temporal pertinence of said information.

2. (Currently Amended) The computer readable storage medium as recited in Claim 1 wherein ~~said information is selectively provided to a client~~

~~device on a network based on context relating to a user of said client device,~~ ~~wherein~~ said context is subject to filtering and wherein said filtering functions to deter locating said user.

3. (Currently Amended) The computer readable storage medium as recited in Claim [[2]] 1 ~~wherein said context changes dynamically in response to a condition relating to the temporal pertinence of said information with respect to said contextual information and~~ wherein the receivability of said data structure to said client device is activated or deactivated in response to said condition.

4. (Previously Presented) The computer readable storage medium as recited in Claim 3 wherein said condition comprises a quality selected from the group consisting essentially of time and a locational aspect of said client device.

5. (Previously Presented) The computer readable storage medium as recited in Claim 4 wherein said locational aspect comprises a state selected from the group consisting essentially of directional orientation, tilt orientation, residing within a specified area of coverage, motion through said specified area of coverage, and accessibility of said location to a position of said client device.

6. (Previously Presented) The computer readable storage medium as recited in Claim 5 wherein said condition comprises a sequence of events

occurring and wherein said area of coverage changes dynamically in response to said sequence of events.

7. (Previously Presented) The computer readable storage medium as recited in Claim 2 wherein said context comprises an attribute of said user, said attribute selected from the group consisting essentially of identity, profile, history, a preference, a credential, capability, an interest, and a privacy selection.

8. (Previously Presented) The computer readable storage medium as recited in Claim 2 wherein said client device comprises a portable computing device and wherein said context is stored on said portable computing device.

9. (Previously Presented) The computer readable storage medium as recited in Claim 2 wherein said first data structure comprises a latitude and a longitude.

10. (Currently Amended) A network based system for selectively providing a data structure to a client device, said data structure having a first data field for identifying a geographic location and positional data related to a physical location of said geographic location and a second data field associated with said first data field containing information corresponding to said location, said second field is comprising a uniform resource locator, comprising:

a filter coupled to said network for accessing context stored at said client device and on the basis of said context determining that said data structure is pertinent to a user of said client device and wherein said filter functions to deter locating said user, wherein said context and said information is dynamically updated based on a condition relating to a temporal pertinence of said information;

a server coupled to said network for selectively furnishing a portion said data structure to said client device on the basis of said context and said determining, wherein said first data field and said second data field are linked such that said data structure comprising said positional data and said uniform resource locator related to said physical location is downloaded to said client device when said client device is near said physical location such that said uniform resource locator is accessible without browsing; and

a database coupled to said server for storing a plurality of said data structures and providing said data structure to said server.

11. (Currently Amended) The system as recited in Claim 10 ~~wherein said context changes dynamically in response to a condition relating to the temporal pertinence of said information with respect to said context and~~ wherein the receivability of said data structure to said client device is activated or deactivated in response to said condition.

12. (Original) The system as recited in Claim 11 wherein said condition comprises a quality selected from the group consisting essentially of time and a locational aspect of said client device.

13. (Original) The system as recited in Claim 12 wherein said locational aspect comprises a state selected from the group consisting essentially of directional orientation, tilt orientation, residing within a specified area of coverage, motion through said specified area of coverage, and accessibility of said location to a position of said client device.

14. (Original) The system as recited in Claim 13 wherein said condition comprises a sequence of events occurring and wherein said area of coverage changes dynamically in response to said sequence of events.

15. (Original) The system as recited in Claim 10 wherein said context comprises an attribute of said user, said attribute selected from the group consisting essentially of identity, profile, history, a preference, a credential, capability, an interest, and a privacy selection.

16. (Currently Amended) A network based method for selectively providing a data structure, said data structure having a first data field for identifying a geographic location and positional data related to a physical location of said geographic location and a second data field associated with said first data

field containing information corresponding to said location, said second field is comprising a uniform resource locator, to a client device, said method comprising:

in response to a request from said client device, seeking context that characterizes a user of said client device;

in response to said seeking, filtering said context to deter locating said user;

upon said filtering, determining from said context that said data structure is pertinent to said user; [[, and]]

in response to said determining, sending a portion of said data structure to said client device, wherein said portion is based on said context, wherein said first data field and said second data field are linked such that said data structure comprising said positional data and said uniform resource locator related to said physical location is sent to said client device when said client device is near said physical location such that said uniform resource locator is accessible without browsing[[.]]; and

dynamically updating said context and said portion of said data structure based on a condition relating to a temporal pertinence of said information and said portion of said data structure.

17. (Currently Amended) The method as recited in Claim 16 ~~wherein said context changes dynamically in response to a condition relating to the temporal pertinence of said information with respect to said context and~~ wherein the

receivability of said data structure to said client device is activated or deactivated in response to said condition.

18. (Original) The method as recited in Claim 17 wherein said condition comprises a quality selected from the group consisting essentially of time and a locational aspect of said client device.

19. (Original) The method as recited in Claim 18 wherein said locational aspect comprises a state selected from the group consisting essentially of directional orientation, tilt orientation, residing within a specified area of coverage, motion through said specified area of coverage, and accessibility of said location to a position of said client device.

20. (Original) The method as recited in Claim 19 wherein said condition comprises a sequence of events occurring and wherein said area of coverage changes dynamically in response to said sequence of events.

21. (Original) The method as recited in Claim 16 wherein said context comprises an attribute of said user, said attribute selected from the group consisting essentially of identity, profile, history, a preference, a credential, capability, an interest, and a privacy selection.

22. (Currently Amended) A computer readable storage medium having a data structure disposed therein for providing information corresponding to a geographic location, said data structure comprising:

a first data field for identifying said geographic location with respect to a point in three dimensional reference system related to a physical location of said geographic location, wherein said three dimensional reference system is based selectively on an absolute reference and a relative reference; and

a second data field associated with said first data field for containing said information, said second field is comprising a uniform resource locator, wherein a user can access said information;

wherein said first data field and said second data field are linked such that said data structure comprising said geographic location and said uniform resource locator related to said physical location functions as a virtual beacon and is downloadable to a client device near said physical location such that said uniform resource locator is accessible by said user without browsing[[.]] and

said virtual beacon selectively provides a portion of said information to said client device on said network, wherein said portion is based on a context relating to a user of said client device; and

said context and said information is dynamically updated based on a condition relating to a temporal pertinence of said information.

23. (Previously Presented) The computer readable storage medium as recited in Claim 22 wherein said first data structure comprises a latitude, a longitude.

24. (Previously Presented) The computer readable storage medium as recited in Claim 22 wherein said first data structure comprises a plurality of fields wherein said fields identify said geographic location, wherein said absolute reference comprises a plurality of coordinate systems, and wherein each field of said plurality of fields is defined in a separate coordinate system of said plurality of coordinate systems.

25. (Previously Presented) The computer readable storage medium as recited in Claim 22 wherein said first data structure comprises a plurality of fields wherein said fields identify said geographic location, wherein said relative reference comprises a plurality of coordinate systems, and wherein each field of said plurality of fields is defined in a separate coordinate system of said plurality of coordinate systems.

26. (Previously Presented) The computer readable storage medium as recited in Claim 22 wherein said first data structure comprises a plurality of fields wherein said fields identify said geographic location, wherein each field of said plurality of fields is defined in a separate coordinate system of said plurality of coordinate systems, and wherein a first field of said plurality of fields is defined

based on said absolute reference and a second field of said plurality of fields is defined based on said relative reference.